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# Mobile Beat

THE MOBILE ENTERTAINER'S MAGAZINE • WWW.MOBILEBEAT.COM

ISSUE 177 DECEMBER 2016

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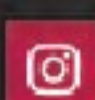
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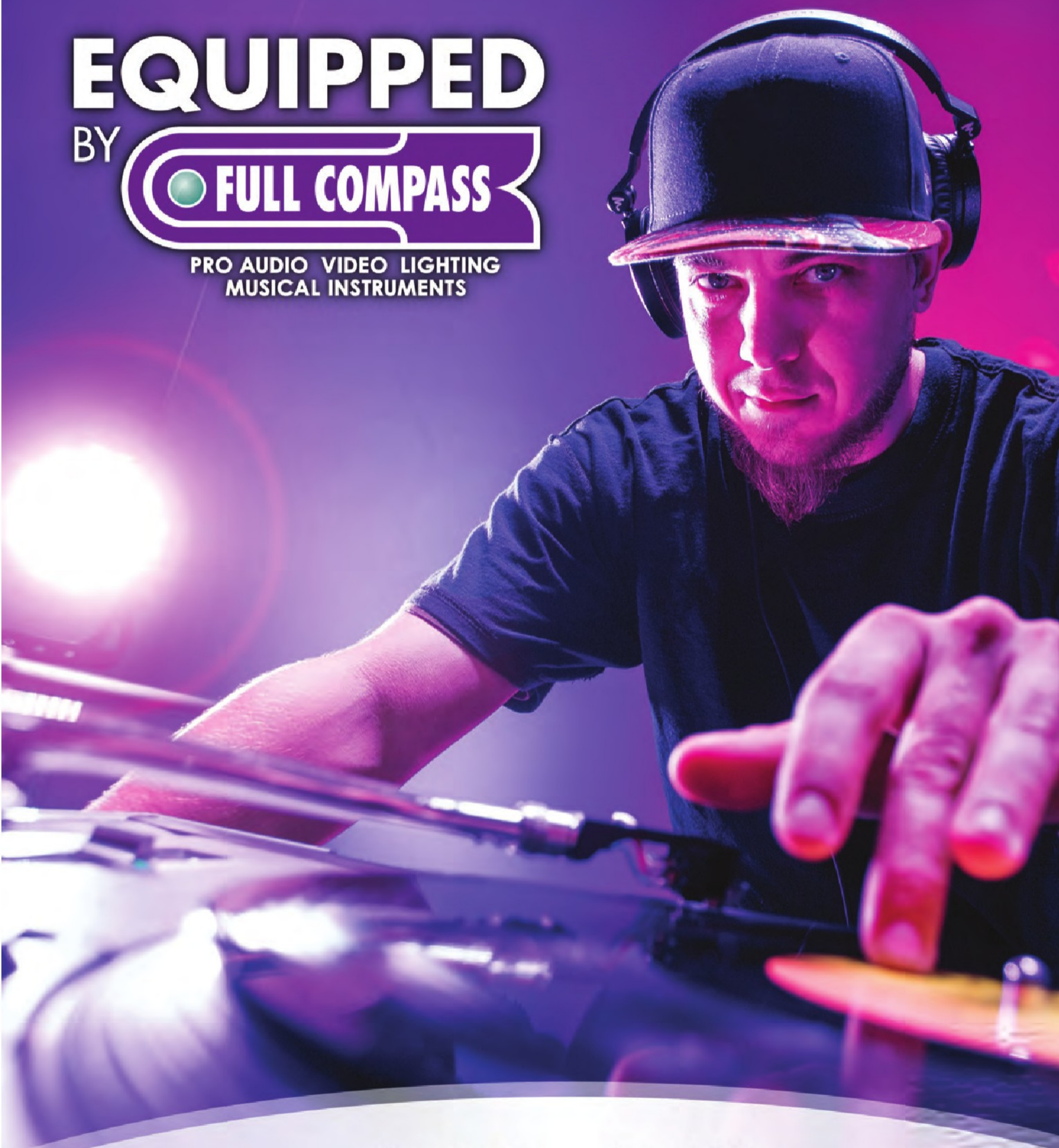


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**Ryan Burger**  
**Mobile Beat**  
Editor-in-Chief  
**Dan Walsh**

Gear Editor  
**Jake Feldman**  
Circulation Manager  
**Kitty Harr**

Editorial Assistant /  
Writer  
**Rebecca Burger**  
Events Director Emeritus  
**Michael Buonaccorso**

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# Celebrate Life

WHY MANAGING YOUR ENERGY LEVELS IS VITAL FOR HEALTHY LIVING

By Marcello Pedalino



**I**f your body were a car, energy would be the fuel. We all know how well a car performs when it has a full tank and is properly maintained. Your body is the same.

Hopefully by now, you've come to appreciate that sleep, diet, and exercise are key sources of energy and should be non-negotiable priorities for daily living. The more energy you have, the more you can enjoy the best that life has to offer. That said, the best way to maintain optimum energy levels for your body is to focus on removing unproductive influences and inefficient lifestyle habits from your day-to-day routine.

**Keep Good Company:** If you've never heard the expression, "You are who you surround yourself with," then this one point alone can have a major impact on your life if you choose to heed the advice. If you've been hanging around with people who go to bed late but need to get up early and wonder why you're always feeling tired, you have your answer. If you've been hanging around people who would rather stay inside on a nice day and watch TV instead of going outside for a hike and you're wondering why you're out of breath when you walk up a flight of stairs, you have your answer. Go out of your way to spend time with people who will inspire and empower you. It will feel like you are topping off your tank every time you see them. Then, make the conscious decision to spend less time with those who are siphoning gas right before your eyes.

**Look Up:** Don't be one of those people you see on YouTube who walk right into a lamp post (or worse) because you are staring down at your Facebook feed or checking your friend's mindless Snapchat videos. Don't be one of those people who are wasting precious time and energy trying to debate someone they barely know who is online just to see if anyone will take the bait and engage them. Thumbing through various social feeds is like a vicious hamster wheel of trying to keep up with what everyone else is doing or saying (which is impossible) and it's usually a complete waste of time to debate someone when logic and respectful opinion exchanges are removed from the discussion. There's nothing wrong with staying in touch with family

and friends, enjoying a silly cat video if you need a laugh, or following a cause you support, but like most everything in life, moderation is key. The same rule applies for watching TV. There's nothing wrong with catching the big game or checking out a cool documentary once in a while, but don't complain about not having enough time in the day to get stuff done if you are binge watching your favorite shows on Netflix for hours on end. Put all that wasted energy into more proactive campaigns that will deliver measurable results—like your family, your health, and your career.

**Plan Ahead:** Being prepared saves time. When you save time you don't have to rush around as much and therefore you reduce stress. Lower stress levels mean more energy and a greater ability to focus on and deal with all of the inevitable curveballs life will throw you at any given moment. Start at night by prepping tomorrow's lunch so all you have to do is grab it from the fridge and go when you leave the house. Reconfirm all next day appointments to avoid driving out of your way and being the only person to show up.

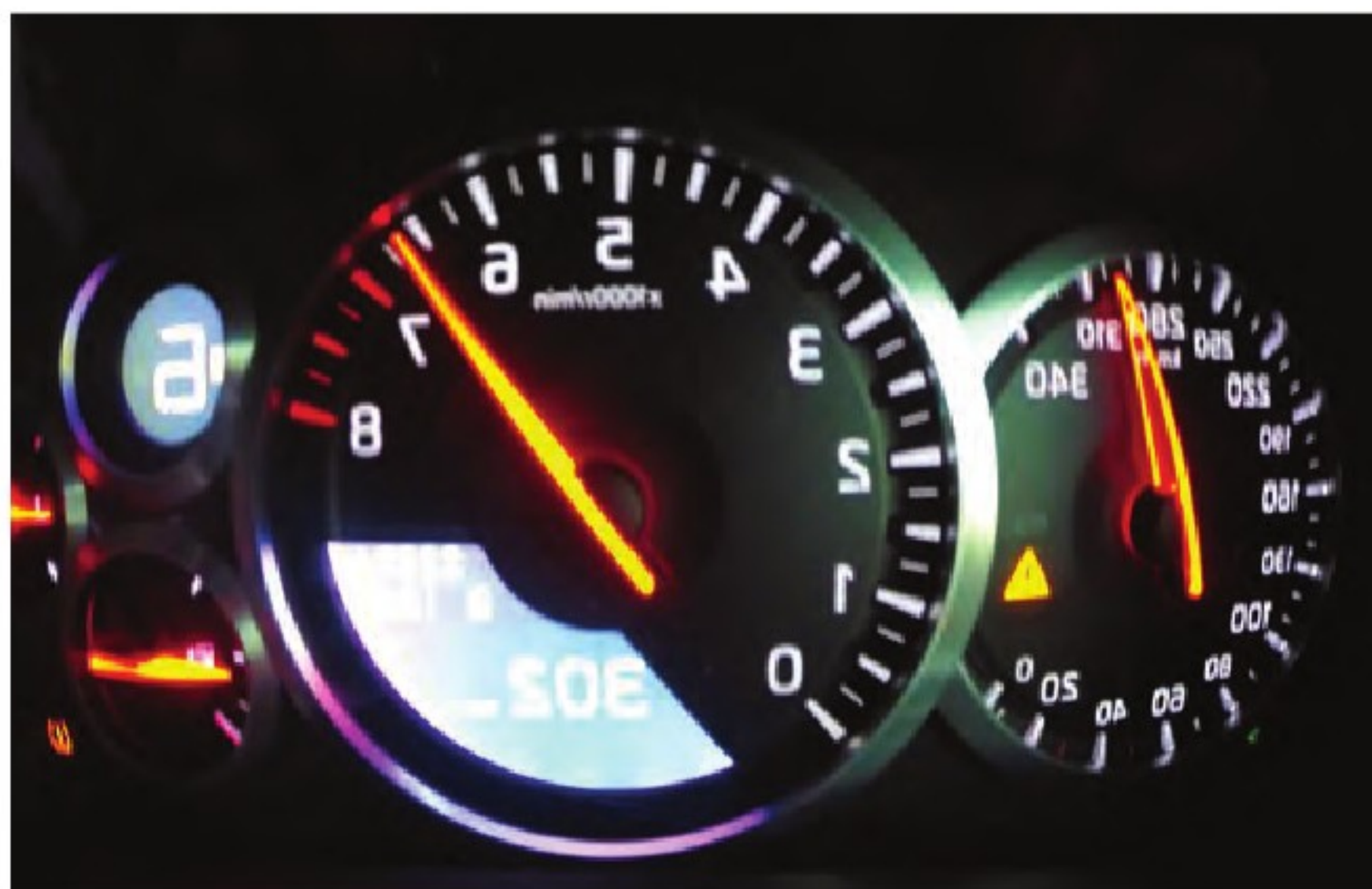
If you have kids, remember that dependability, reliability, and predictability are essential for proper developmental growth. If you set the example of being organized and on top of your game, their extremely impressionable little eyes will soon follow suit. Obviously, the alternative example is not the one you want to set.

If you are in a relationship, your partner deserves the best companion possible. If you are a sloppy planner and don't conserve your energy when the opportunity presents itself, your tank will be empty by the time you get home from work. If you only have enough energy to keep your eyes open long enough to check out a little Jimmy Fallon before going to sleep, the risk of your partner eventually disengaging from the lack of intimacy rises exponentially. (By the way, *The Tonight Show* always posts the best clip from their show the following morning on YouTube.) In under five minutes, you can smile and enjoy a healthy endorphin release without sitting through an entire show and sacrificing a good night's sleep. This is a great way to effectively utilize social media and better manage your energy levels.

Ralph Waldo Emerson was right on point when he said, "The World Belongs to the Energetic." But as you can see, it goes much deeper than that. So reevaluate your circle of influence, reprioritize the amount of screen time, and get organized. Just because you are using energy, it doesn't mean you are using it wisely. With a few small life tweaks and a little more discipline, you can enjoy a healthier existence and all the benefits that come with it.

3-time Dj of the Year Marcello Pedalino is a lifestyle consultant, fitness coach, and author of the new inspirational book *Celebrate Life: How to Live it Up, Discover Fulfillment, and Experience the Joy You Deserve* ([www.CelebrateLifeBook.com](http://www.CelebrateLifeBook.com)). **MB**

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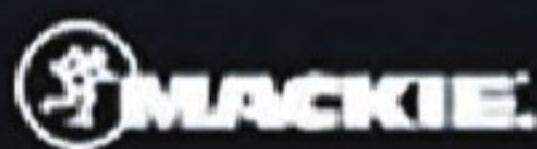
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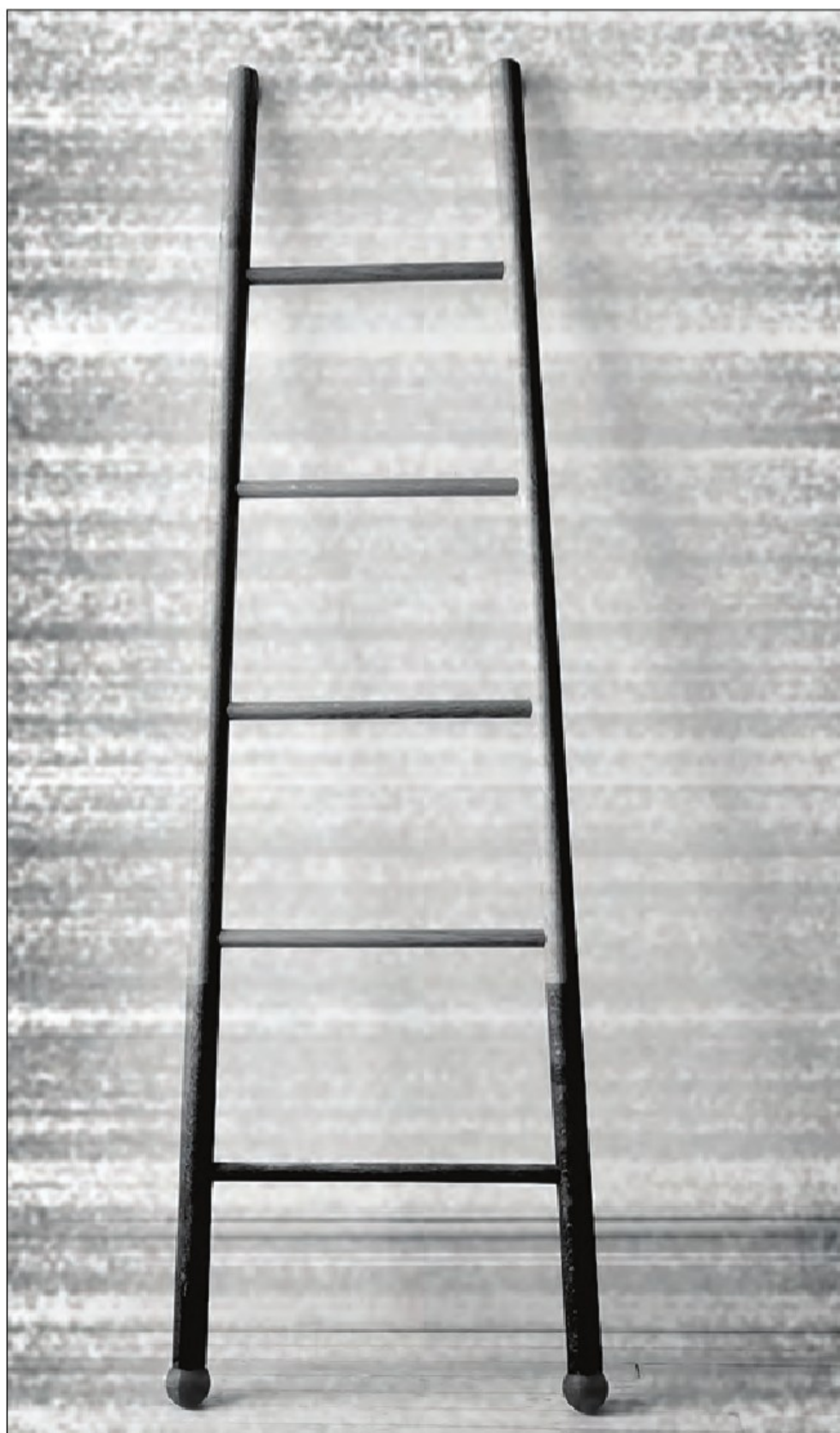


# RISE Above the Noise

By Vickie Musni



**W**e are all bombarded with hundreds of marketing messages every day. From radio and TV to YouTube and Facebook, to billboards, bumper stickers and logos on clothing, we all see hundreds of “ads” on a daily basis. As a business owner, how do you rise above all this noise and stand out to the clients that you are trying to attract? Do you even know WHO you are trying to attract? How can you identify your target audience, and more importantly, capture the attention of those specific clients?



In April of 2016 I debuted a brand new seminar at Midwest DJs Live called Color Me SMART. I covered the basics of the color personality system I teach and then walked the group through five different areas where we can apply personalities to benefit our DJ businesses: Sales, Marketing, Abilities, Relationships, and Team-building. The Marketing portion of Color Me SMART has since been expanded and evolved into the brand new seminar coming to MBLV in March called RISE Above the Noise. You guessed it: RISE is also an acronym to help us focus our marketing efforts. Research. Identify. Speak. Earn.

**Research** always comes first. It is the first step of the Sales Process outlined by Mitch Taylor in his Sales 4 Event Pros book/seminar/workshop. Research is also the first step in focusing our marketing efforts as well. Start by researching your past clients. Track basics like age, geographical location, and any other data you have about where they live, work, play, or worship. Then dig a little deeper. Ask yourself, which clients were you most excited about working with? With whom did you feel you were able to do your best work?

Next, **Identify**. Look at your research carefully and identify common traits. Be as specific as you can about the traits that your “best” past clients share. This is also where understanding personalities starts to come in to play. Can you identify the personality (or personalities) that you most enjoy working with? Once you know this, you can start marketing specifically to that personality. If you’re unsure about the “personalities” concept, go to VickieMusni.com right now and read “The Basics” page, which will give you a general overview. After that, take the short online personality quiz that will help you begin to identify and understand the four basic personality types.

With practice, you will be able to identify the personalities of your clients, your staff, and yourself. You can learn to **Speak** the language that resonates best with each type, in both your in-person conversations and in online and printed marketing. All of your marketing efforts should be targeted to ATTRACT your ideal clients.

Would you like a chance to receive a free Website Personality Evaluation for YOUR website? Email me a link to your website at [vickie@vickiemusni.com](mailto:vickie@vickiemusni.com) using the subject line “Pick me for MBLV!” and your site could be chosen to be featured in my upcoming seminar. I hope you have your pass to the show because I want to finish the “Speak” portion of the acronym with you, and talk about “Earning” too. Meanwhile, go to VickieMusni.com to take the personality quiz, email me a link to your website, and connect with me on Facebook at [facebook.com/groups/SalesForEventPros](https://www.facebook.com/groups/SalesForEventPros). See you at Mobile Beat Las Vegas! **MB**

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# Mastering Mitzvahs

By Howard Wallach



**T**here is a big, lucrative market for your services out there—and many of you are under represented in the action. Curious, overwhelmed, unsure about “the hows” to providing your services to Mitzvah Parties in a way that ignites the word of mouth network within your reach? Well, Mazel Tov (congratulations/good luck)... Welcome to the party! The energy and excitement at these events, and the opportunities for scale are real. The good news: You don’t have to be Jewish!

You do need to appreciate the context these events have for the families planning them. These celebrations are a pinnacle of Jewish life. Bar/bat mitzvah (Son/daughter of the commandment) commemorates this religious and spiritual rite of passage connecting one generation to another. The event date is often chosen based on their birthday represented in the Hebrew/Jewish calendar.

Preparation for a meaningful and fulfilling Jewish education is provided at a Temple, Jewish school, an after-school program or Sunday Hebrew school—and those are also contexts where word of mouth marketing happens.

Our Celebrant often spends an intense year of tutoring to prepare for leading a Sabbath service. Philosophy, language study, essay writing, public speaking and etiquette lessons, all rolled into one.

Responsibilities usually include reading passages in Hebrew from the Torah and the Haftarah (a commentary on that week’s

Torah portion). And then there is a D’var Torah where, for months, students prepare speeches for the congregation meant to explain not only what their specific Torah portion is literally about, but also what it means symbolically, philosophically, and how they connected to the portion personally.

Some kids study with dedication; others require a great deal of encouragement. Some have the support of families; others undertake this on their own. Some are from two-parent Jewish families; others from interfaith or other non-traditional homes. Having personally gone thru this challenging process at 12-13 yrs. old—its completion made me feel invincible.

All that pressure and build-up is seeking a release. Suddenly its the big day and then...it’s party time! Families invite and then enjoy being surrounded by the people who mean the most to them: extended family, neighbors, business associates, camp friends, teammates, etc. Most of those folks represent a network for you to sell into and through. Just as weddings vary widely, so do bar and bat mitzvah celebrations. Smaller gatherings may be held at park districts or restaurants. More lavish wedding-style festivities may be hosted at hotels and country clubs. A very chic and popular options is the renting out of nightclubs for their modern and cool vibe.

Hosting these parties can be tremendously stressful for both parents and child. So how do families stack the cards in their favor? How do they make sure their party can’t fail?

They secure an entertainment provider that they connect with, one who will be an advocate for their priorities, budget and wishes.

You can be a successful match if you appreciate this context, are an expert at schedule planning, have deep event resources, and are prepared and conditioned to, literally, be the director and life of the party. It is paramount that your team authentically connects with kids at the event.

For this reason, I take the privilege of representing bar/bat mitzvah families and adding to their joy very seriously.

For 30 successful years, I have been invited to produce high-octane events with interactive dancers, atmospheric lighting, video solutions, creative theming, and cocktail hour fun, alongside exquisite food and immersive décor. Performing together with fellow A-list vendors diplomatically and regularly has rewarded me professionally and personally with special friendships and vast referrals.

Join me at MBLV21: Take charge of your mitzvah services with energizing mindset changes/disruptive insight with great results. Tailored colorful stories and actionable tips for fellow event professionals guaranteed. This one-of-kind presentation will include Q & A. Don’t miss it! **MB**

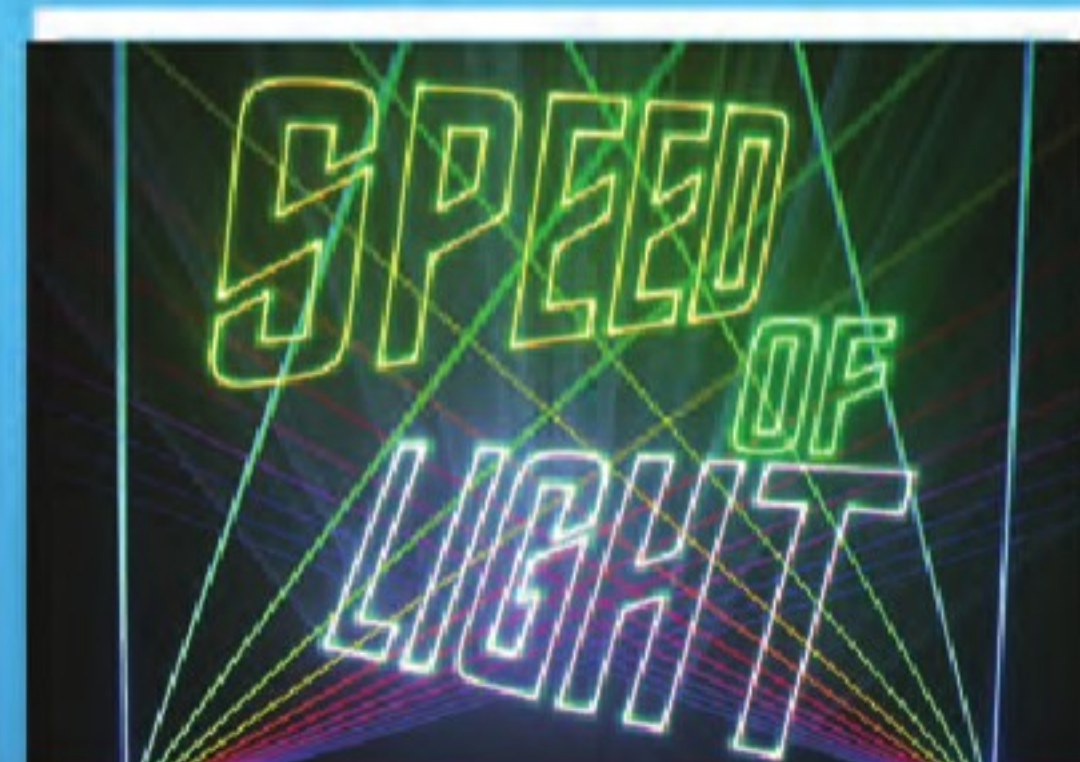
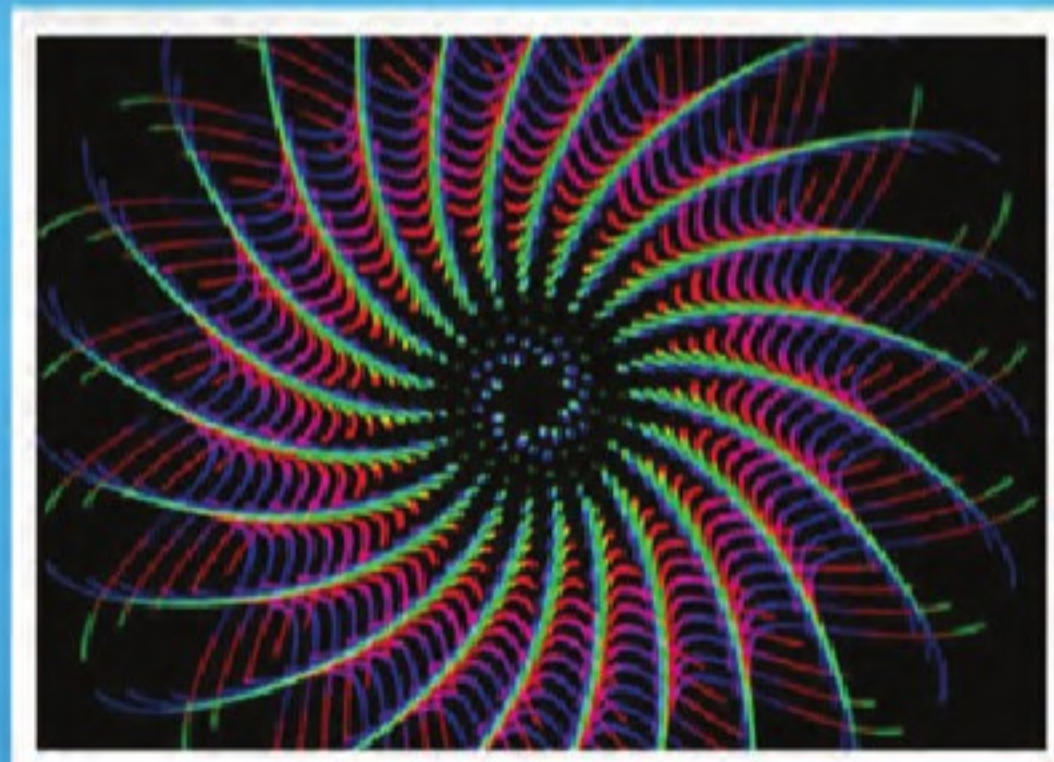


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# What's the Key That Unlocks the Sale?

By Jeffrey Gitomer

**Is there a one word answer to making more sales happen? YES!**

Probing?  
Listening?  
Presenting?  
Talking?  
Assessing?  
Pain?  
Objections?  
Closing?  
Manipulating?

The key to selling is not probing, listening, presenting, talking, assessing, pain, objections, and especially not manipulating.

The key that unlocks sales is harmonizing.

But you'd never know that from most salespeople's actions.

Selling is about understanding the other person and their needs. Their fears. Their desires. And their urgency to buy. Prospects and customers have different motives to buy, and it's the salesperson's job to uncover them - and harmonize with them.

**RULE OF SALES:** No two sales or sales presentations are alike.

They must be adapted to uncover the motives and objectives, understand the opportunities and barriers, meet the needs and desires, harmonize with the person and the personality, and satisfy or fit within the financial parameters of the buyer.

All my sales life I've been exposed to - "no, no," frustrated by, "systems of selling." And all my sales life I've fought them as

being hokey, outdated, bogus, non-realistic, manipulative processes that salespeople learn, but never really feel comfortable using.

Not that systems are "totally wrong" - more that they don't always "fit" the situation. And that the salesperson focuses on the execution of the system to make the sale, rather than focusing on and harmonizing with the prospect to make the sale.

No one system will work all the time - BUT specific elements of any system may be applicable. I'm NOT saying don't learn systems - all sales knowledge is valuable. I am saying be yourself in the sale, not the system.

**RULE OF SALES:** Prospects don't always want to buy the way you have been taught to sell.

Here are some "more" clues:

**THE RULES OF "THE MORE THE MORE":**

- The more you believe in your company, your product, and yourself, the more you will sell.
- The more value you provide to others, the more people will come to know, respect you, and buy from you.
- The more you follow up and follow through, the more sales you will make.
- The more you study sales, the more you will know how to react to any sales situation.
- The more you harmonize with the customers situation, and offer answers they can apply - answers they perceive as valuable, the MORE SALES you will make.

Keep this in mind at all times. You are a SALESperson, and the prospect or customer is expecting you to ask for the sale. Don't disappoint them. But don't fail to win the sale by earning it.

As a sales master, your job is to take the characteristics and needs of the prospect and blend them with your skills and understanding to determine the reasons the prospect



is buying. Their motive.

This will motivate and inspire the prospect to act. Note that the root word of motivate is motive.

Harmony is understanding, not manipulating. It's sensing the tone of the situation, and comfort level of the prospect -- And gives the prospect enough confidence to buy. Harmony converts salesperson selling to prospect buying.

Even though I don't believe in or subscribe to a "system of selling," I am still searching for "the best way" to make the sale. And what I have discovered along the way are elements, mostly personal (non-manipulative), that when mastered will create an atmosphere where people (your customers and prospects) will be compelled to buy.

Here are three of them in an acronym that ties the introduction to the point - AHA! The three elements to master are Attitude, Humor, and Action. These elements, when mastered, are the surest (and shortest) sales formula to long term success. And they have nothing to do with systems, manipulation, or sales pressure. These words, elements, and characteristics create harmony.

Every salesperson I have ever come in contact with wants to build better customer relationships - and the best way to do that is never manipulate them. Manipulation makes people defensive, reluctant, and distrustful.

Harmonize baby.

Mastering these elements will make prospects attracted to you, like you, trust you, believe you, have confidence in you - and then - buy from you. **MB**

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Jeffrey Gitomer is the author of twelve best-selling books including *The Sales Bible*, *The Little Red Book of Selling*, and *The Little Gold Book of Yes! Attitude*. His real-world ideas and content are also available as online courses at [www.GitomerLearningAcademy.com](http://www.GitomerLearningAcademy.com). For information about training and seminars visit [www.Gitomer.com](http://www.Gitomer.com) or [www.GitomerCertifiedAdvisors.com](http://www.GitomerCertifiedAdvisors.com), or email Jeffrey personally at [salesman@gitomer.com](mailto:salesman@gitomer.com).





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# The Long and Winding Road

By Mad Joe Martin



**If we put a group of 100 disc jockeys in a room together, odds of them all having the same opinion on a topic would be slim at best. With that said, I think it's a safe bet that most would agree on what it takes to run a successful mobile entertainment company. Many would agree that a lot of hard work mixed with extreme dedication and a little luck thrown in will improve the odds of running a successful DJ business.**

I'll take it a step further and submit "hard work," "dedication," and "a little luck" will improve your odds of succeeding in preparing for many things you will face in your lifetime. Surely you would not get in your car and drive from coast to coast without a GPS system, road map, or solid plan that would get you from point A to point B? Why is it so many people are content to drive on "life's highway" without a proper plan of action?

Can we agree that planning for your financial future is in your best interest? In September 2016, GoBankingRates surveyed over 7000 Americans and released data showing almost 7 in 10 adults (69%) had less than \$1000 in a savings account. What would your response have been?

As a teen in the '60s, I knew I wanted to be a disc jockey despite my mother's wishes that I follow in the footsteps of my father, a banker. Luckily, my dad's keen financial acumen rubbed off on me and I learned many things that opened my eyes when it comes to money.

I knew early on that being a disc jockey was probably not the best career path to follow if I wanted to earn a lot of money. It didn't take long working at my first radio station to know it

was going to be a long road to achieving wealth. Every Monday I made a trip to the bank to cash my weekly check of \$75 and deposit \$5 into my savings account. My father had taught me the lesson of "paying myself first" which meant saving a little money out of each paycheck.

In an effort to increase my low radio income, I took my first club job in 1973 earning \$3 per hour. That opened the door for me to start my mobile DJ company. I thought life was good when my pay increased to \$12 per hour at my first record hop. I mention these lackluster income amounts to show that savings can be achieved regardless of how much or little money you earn.

Fast forward to 1976. At age 26 my father informed me about a new retirement savings program called an Individual Retirement Arrangement (IRA). Most call it an Individual Retirement Account these days. Like most young people in their twenties, I had a hard time envisioning the day I would be retired. It would have been easy to ignore my father's suggestion of "preparing for my future," but I took Dad's advice and decided to challenge myself to make it happen. Just like the athlete who sets goals to test himself, I was determined to prevail. I subscribed to, and read *Money Magazine* every month to learn all I could about saving and investing. I learned that by cutting expenses, I, in effect, was giving myself a pay raise which gave me more to save.

As the years turned into decades, I began to see what was happening to my retirement savings. The compounding effect which had started as a snowflake had become a snowball getting larger each year. Now, at age 66, having reached my retirement years, I have successfully made the long journey.

I am happy to announce that I will be presenting at Mobile Beat 21 in Las Vegas, March 13-16, 2017. I will be sharing with you how you can do what I have done, by preparing for retirement. I will tell you why most have a difficult time saving and how you can avoid the pitfalls. While there are professional investment advisors, I am just a former full-time mobile disc jockey who has walked a mile in your shoes. Don't be one of those disc jockeys who can't see beyond your next mobile job or future gear purchase. And don't be one of the 1/3 of American adults who have not started a retirement account.

Let's agree on this idea. Being successful in business is important. Being successful in retirement should be just as important. If you have not started your retirement plan or you are not making the progress you need to be making, today is the day you should stop making excuses and get into the driver's seat. It is time to fasten your seatbelt and prepare for your "long and winding road" journey. A journey that allows you to enjoy the scenery along the way.

Plan on joining me at MBLV21 in March to learn how you can travel the road to financial freedom. **MB**



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# Going For It Early

By Mike Walter



I've been on a campaign lately to raise everyone's performances in our industry and to throw better parties. There are a number of people speaking and hosting workshops to improve your MCing skills and I think those are essential and very important, so I've taken a different angle of late, and focused on the dance floor: namely, rockin' it!

That's why I'm so excited to be presenting a seminar in Las Vegas at MBLV21 called "10 Things You Can Do To Throw a Better Party." The title is self-explanatory and my presentation will be loaded with great tips and suggestions along with video footage to back them all up.

One of the things I'll be discussing is the concept of "Going For It Early." I think we can stand out as MCs and DJs if we get

for the next ninety minutes before even making the decision to get on the floor, and get them moving right away? That's a great question and I'll discuss a few answers to it in March, but to avoid this article being one long tease I'll offer you one right here: *Focus on the reason for the celebration.* If it's a wedding you're DJing everyone in the room has one thing in common: they all love the bride and groom. And that love should translate to joy and happiness. Those are two key factors in people dancing (nobody dances depressed, do they?) So if you tap into that emotion, and hopefully have a couple that loves to dance and helps you break the ice by being some of the first people on the floor, you can easily get the ball rolling and have people moving and grooving way sooner than they expected.

You know happens next? The people in the room who love to dance notice you. You stand out from the last dozen weddings they went to where they were bored to tears half the night. When they notice you they think of you the next time they are throwing

a party. Or even better, they refer you to friends who need a DJ because if they're going to go to a party, they'd rather have you at the helm. So your calendar starts filling. Then you can do either of two things (or both): you can raise your prices or add more DJs to your roster to handle all the extra leads you're getting. In a short amount of time you'll have padded your bottom line and raised your income and the best part is, you did it by doing something you love to do: getting people to dance (because if that's not something you love to do you are in the wrong business!)

"Going For It Early" is just one of the ten things I'll be showing you in my seminar that will help you throw better parties. They all go back to that concept of generating more, and

stronger, referrals. DJs become "in demand" for a lot of reasons, but none are more obvious than their ability to create a fun and exciting atmosphere at their events and packing the dance floor. These are the things you'll learn at my seminar in March. I hope to see you there! **MB**



people out of their chairs and onto the dance floor earlier in the party than they thought they would be. In my opinion the passive DJ waits for the party to come to them (which usually means waiting till the guests get good and liquored up before they open the dance floor) while the aggressive DJ excites the guests early and gets them dancing, maybe even before dinner (I know this varies based on the timeline in your market, so stay with me). And while that's a great concept and maybe even something you want to start incorporating, the next obvious question is "How?"

How can you take a crowd that was expecting to sit around

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# Passionate Pro

FINDING YOUR PATH TO HEALTHIER BUSINESS, RELATIONSHIPS, AND LIFE

By Bryan Foley



**W**hat drives people, the very successful people in the public eye? What made Cal Ripken play 2,632 games over 16 years without taking a day off? What drove Steve Jobs to bring his vision of a phone with only one button to life? Passion.

What is your passion? To many it is the drive, ambition or love of what you do and who you serve. Providing you with a special view of the world that others often can not see. What is your true passion? What makes you excited about what you

celebrate, many would say we are a lucky bunch. But what if you have yet to figure out what it is that makes your heart beat faster, or an even more common scenario, how to turn what you love and are passionate about into a lucrative career path and viable business? When doing something you love becomes work, it changes the way in which you and your life interact with it. When that love becomes work, start focusing on what you want to get out of it mentally, physically, socially and spiritually.

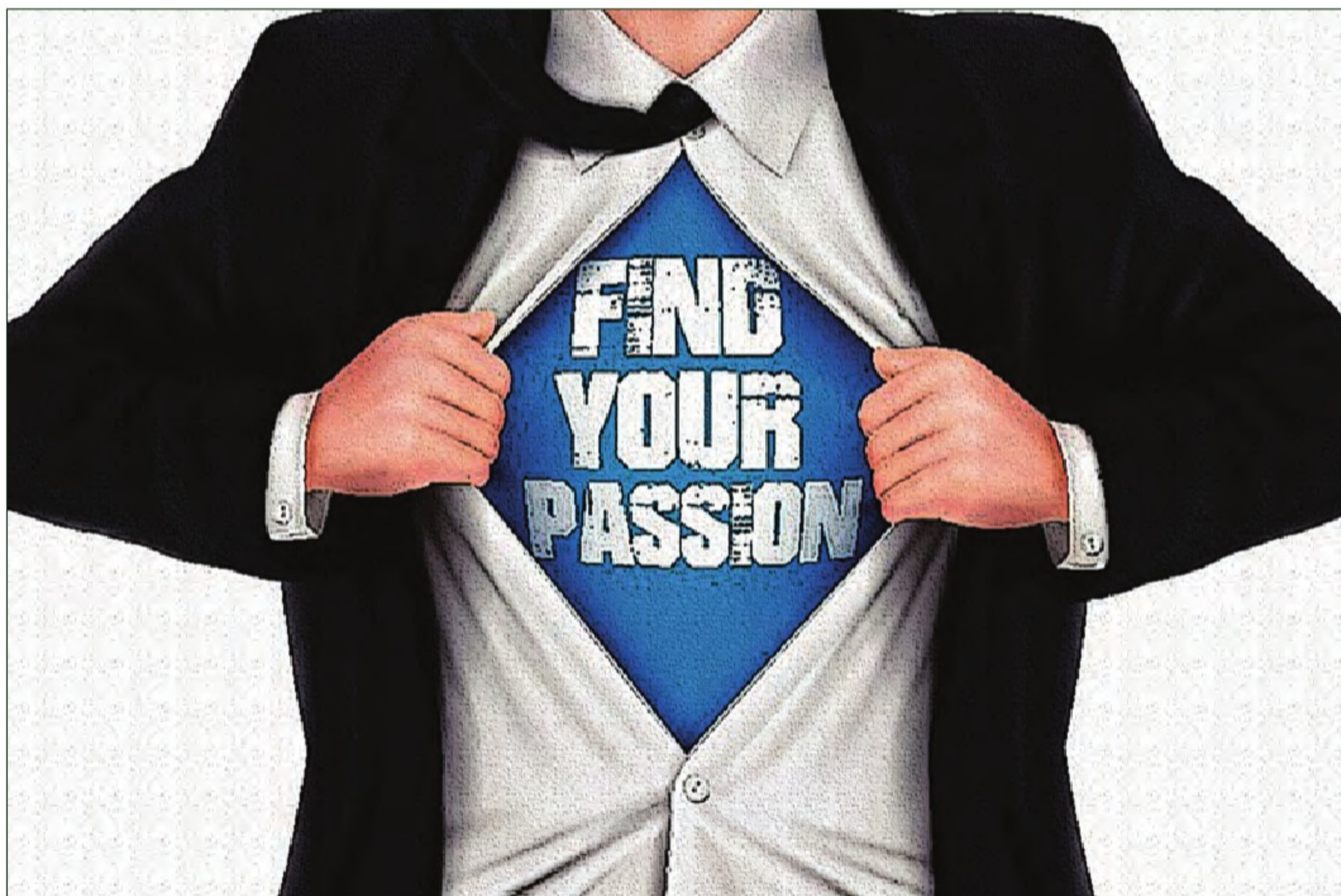
Doing what you love for a living is more complex than simply turning a passion into a paying job. Planning, networking and navigating the day-to-day tasks that go hand in hand

with all types of work will always be there. Pursuing the menial tasks doing a career you love versus one you don't is a night-and-day difference.

Most successful people have taken a risk. Is doing something you love versus doing something that feels safe worth it? Only you can answer that question. One of my favorite movie quotes is from the movie *Rocky Balboa* where Rocky is talking to Rocky Jr. about taking the hits, getting knocked down. Life will always have hurdles and often times knock us down. The successful people in life are the ones

who get up no matter how many times they get knocked down. Passion builds strength and strength builds success.

Each day I focus on specific principles to ensure my vision, attitude and work ethics stay true to my moral code and impact on others. Join me at MBLV21 as I share with you 10 tools and steps to follow daily to build a better life for you, your business and family, and bring out the PASSIONATE PRO in each of us. **MB**



are doing? Passion is the difference between those who push through difficult times and those who do not.

How can you maximize your passion's impact on your business, life and relationships? After 30 years in the DJ industry, my passions have evolved in focus to emphasize more family time, travels and serving others through a music ministry. By continuing to focus on being the best person daily, it allows me to pour more efforts into bringing the best performance to my clients and events. In return, my business receives more referrals and I have happy clients.

Confucius said, "Choose a job you love, and you will never have to work a day in your life." While almost all of us in the mobile entertainment industry love to DJ and entertain at life

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# Toast Health!

By Tom Haibeck



**M**obile Entertainers face some unique occupational hazards in doing their jobs. From the physical demands of loading in sound equipment and being “on” all night to the mental challenges of dealing with drunken buffoons and crazed Bridezillas, it’s a tough gig.

But perhaps the biggest risk of all is the stress that accrues through the nature of the work itself.

Think about this: In order to do your job, you have to combine the skill sets of two of the most stressful career categories on the planet: Special Event Coordinator (ranked at #5 on the “CareerCast.com List of Most Stressful Jobs”) and “Public Speaker” (ranked as the greatest fear, of the greatest number of people, on virtually every “What Are You Most Afraid Of?” poll, year-after-year).

Further, as a Wedding Emcee and/or DJ, you’re being called upon to orchestrate what is typically viewed as the “biggest” day ever in the lives of a couple. And in doing corporate events, there’s an expectation that you’re going to deliver in keeping hundreds

or perhaps even thousands of people engaged and entertained at company parties, product launches and trade shows.

That’s a lot of pressure for anyone to have to take on. In addition to the day-to-day demands of planning and managing special events, you are front-and-centre at all those events. And no matter how many times you’ve done it, performance anxiety is a major source of stress (your heart rate and cortisol levels—commonly referred to as the “stress hormone”—tend to rise virtually every time you take the stage).

The net result of all that pressure can be deadly. From actors and musicians to broadcasters and motivational speakers, there’s no shortage of sad stories and tragic endings to performers of all kinds.

Now granted, some people are just naturally gifted with an ability to manage stress and deal with stage fright. And with experience, most any Mobile Entertainer develops a level of mastery that makes event organizing and performing much easier.

Still, given the very public nature of the job—along with the potential for things to go horribly wrong before a live audience—and you have the recipe for inordinate stress, major burnout and significant health issues.

So what do you do to manage your health in the wake of all that pressure? Do you meditate or do some sort of relaxation exercise to prepare yourself for the role? Do you work out regularly and flush out all those nasty toxins that build up in your body on Game Day? Do you eat healthy foods, drink plenty of water and get lots of sleep?

Or do you internalize that stress? Eat too much junk food? Smoke too many cigarettes (or blunts)? Drink too much alcohol (particularly late at night when you’re trying to “come down” after an event)?

And what about sleep? Are you (like many performers) up all night and sleeping all day? If you are, you may be sleep deprived, as we have evolved over many millions of years to sleep at night and work during the day. And when that pattern gets reversed, the body’s circadian rhythms get interrupted—and the quality of your sleep declines significantly.

My friends, I’ve been guilty of all the above. And I very nearly paid for those transgressions with my life. Had it not been for an emergency blood transfusion 24 years ago (in the wake of a bleeding ulcer), I wouldn’t be here today.

That experience led me to make some profound changes in the way I live. I’ll be sharing some of those stories—and hoping to provide a little inspiration to you in making healthier choices in your own lives—during my presentation (“Toast Health”) at Mobile Beat 2017. Hope to see you there—and here’s to your health! **MB**

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# Mixing, Remixing & More

THE DJ-808 FROM ROLAND LEVERAGES PRODUCER-LEVEL TECH FOR ALL DJS

By Brad Feingold

**D**J controllers: No matter what type you use, they've become the norm for the majority of DJs. Maybe not for vinyl DJs, but certainly for the wedding DJs and many others, the controller has become something that this industry can't live without.

But the question is, what do you really get? There are hundreds of different controllers to choose from, and new ones come out almost every month. So you have to choose between Pioneer, Numark and even American DJ, just to name a few. And when it comes down to choosing, the bells and whistles can make all the difference. Looking to another brand—one that's

Each button will serve as a portion of the sequencer for kicks, snare, claps and hats. The top four will serve as one beat or kick. But the bottom buttons serve a much different and cool purpose. Based on the amount of pressure on the button, it creates a continuous beat. This is an awesome feature. It really helps when creating those remix beats.

But the Roland TR-S drum machine is what separates this controller from any other controller out there. The 808 combines the best of the beats from the 606, 707, 808 and 909 drum kits. And to be able to dissect each beat to have a solid core beat or a broken down beat is an especially sweet add-on. There are a total of 16 buttons across the top that allow you to break down the track/beat to however you want it to sound. When you are

playing a music track, you are also able to sync the beats from the synchronizer to the track. This helps a lot when you are mixing the tracks together and want to have a great transition beat between songs. And if you want, you are also able to cue it up as you are able to do for the other 4 sliders.

And what about the upper right corner of the DJ 808? Although it seems like a standard control for the microphone, it is a whole lot more. There is a vocal transform option, which allows you to work with pitch, format and ducking option with the microphone. Not necessary for the typical mobile DJ, but a nice added bonus.

As mentioned, Serato DJ is the software that comes with the 808. When this controller was created, every function was specifically built around the Serato software. Along with the basic software, there is also a fully license Pitch 'n Time app that works the Pitch 'n Time option as well as other creative plug-ins.

Keep in mind that I am in no way a good scratcher/remixer. I am used to DJing weddings and corporate parties. The majority of the mixing that I do is very basic from song to song. But the 808 gave me a taste of what it would be like to be more creative with the music, and it really makes me want to learn more. You just can't become a pro with the 808 in two weeks. But if you are a DJ who loves to create mixes, this is absolutely the controller for you. It does a great job of combining basic DJ playback with remixing capabilities.

I would love to use this on a permanent basis, but sadly, I have to give the controller back. There is only one downside that I can really think of when it comes to the Roland DJ808, the price. At \$1,500, this could be considered a hefty price for new DJs. But for more experienced DJs it would be well worth the investment in such a powerful creative tool. In the end, with a controller like this, it all comes down to the bells and whistles—and they are worth it. **ME**



not as well known to a lot of DJ—one controller that I was able to try out recently was the Roland DJ 808. Compared to the others, this controller has something that the others don't have: rhythm. Let me explain.

There are two sections of this controller that separate it from any of the others. There is the basic mixing control that everyone is used to. And then there is the sequencer. But we will get back to that in a bit.

The controller portion is very smooth for those who have never mixed before. With the standard 4-channel sliders, the 808 allows you to mix very easily through four tracks within the Serato software that comes as part of the package.

Jog control for mixing cueing and scratching is extremely important when dealing with controllers. And mark my words, this controller has it! I compared the control with the one on the Pioneer DJSR, which is a good controller. I found the 808 to be even smoother. Although it was not 100% equal to vinyl, it was very close.

Cue button pressure is also there. Like the majority of the controllers today, there are eight cue buttons at the bottom of the controller. The 808 serves the same purpose with the buttons. However, when you select the effects button from the sequencer, it opens a whole new door to creativity.

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# Digital Security

ODYSSEY'S REMIX MK2 SERIES OF BAGS HAS YOU COVERED WHEN YOU'RE ON THE MOVE

By Ryan Burger

**O**dysey Innovative Designs recently released their Remix Mk2 series of bags, which is starting out with three different bags made for different levels of usage.

DJs invest thousands of dollars in their laptops, controllers and other tools of the trade. So why do so many NOT invest in the best gear to carry their important tech from gig to gig—even when they aren't gigging with a full DJ rig? I have always recommended strong, ATA cases for your gear, but if you are a DJ who wants a soft case just for your “cockpit” items of DJ hardware, or a traveling DJ who needs to put these expensive tools of the trade on an airplane, Odyssey has the gear for you.

With three pieces in the line, they can handle anything from the more compact to the more expansive. Compact DJ controllers and mixers like the Rane TT series and the Sixty Two to the Pioneer WEGO, as well as several Hercules models are accommodated by the Remix Mk2 Series standard backpack (16" x 10.5" x 3" main space). The middle unit of the series is a larger backpack (18" x 13.5" x 4.5" main space) that will cover many Pioneer DJM and XDJ series pieces, along with the larger Hercules controllers and the Allen & Heath Xone mixers.

My favorite of the series is the “CONTROL” Digital DJ Gear Trolley (BRXMK2CTRLW), which is made to carry the bigger guns, including the Numark NV and Mixtrack units, and the Pioneer DDJ Series. Its main compartment holds 22" x 14.5" x 4" and its secondary compartment holds 22" x 14.5" x 3". It's too large for taking on an airplane but will take care of your investment in the cargo hold. Getting it there is easy, due to the 3" diameter wheels, telescoping handles and reinforced frame. This is one extremely well-built bag. If you add up what you would be putting into it (\$1,500 controller, \$1,500 laptop, several \$200 to \$300 drives carrying countless dollars/hours of work on your music, a \$500 wireless microphone, \$100 headphones, and...?), you see that



this is truly the safest way to travel.

All of the pieces come with foam-padded strips and dedicated compartments for individual items, and are made to take a beating. With street prices ranging from \$119 to \$249, Odyssey's Remix Mk2 line provides exactly what DJs need to hold and protect their critical tech investments while on the move. **MB**

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# Applying Array Technology to Portable Sound, Part 3

By Robert Lindquist

In this three-part series, we're exploring the benefits of line array loudspeaker design—when applied to large arena concert PA systems as well as when it's scaled down to fit in an average size vehicle or small SUV.

Bose has been at the fore front of developing portable line array systems for DJs and live performers since 2003. As a case study, we focused first on the L1 system, which features multiple small drivers in a tall, vertical column with a separate sub-woofer. In this final installment on line arrays, we'll look at the Bose F1 systems.

With the F1, Bose has placed a 12" driver behind an eight speaker line array in the same cabinet. The goal being to combine the punchy low-end of the larger driver with the directional flexibility line arrays.

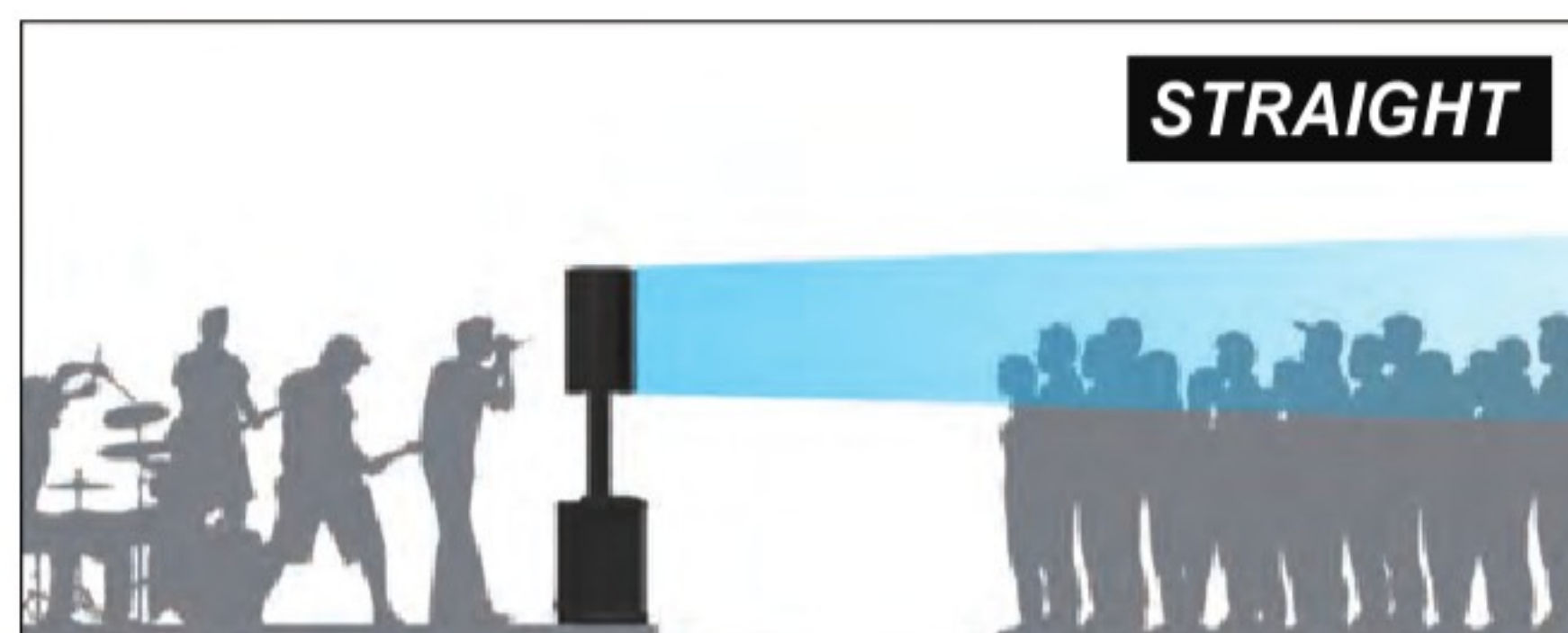
According to Craig Jackson (Product Line Manager, Portable Systems for Bose Professional in Framingham, MA), "Everything within our portable line draws some kind of inspiration—or is a hybrid of—some type of line array. The F1 is a hybrid, with the ability to control the vertical coverage. We basically put a small wave guide on the eight drivers for a tighter horizontal coverage. In essence, it's a similar concept that is used in big arenas, with the goal of shaping the sound to fit the coverage that is needed. So, you have a lot of the same benefits of the L1 (link to previous) with even more control higher output, and more bass. With F1, the "top box" (model 812) is a stand alone full-range box that plays down to about 50Hz—so that can be used by itself, or with the optional F1 subwoofer for even more bass output and extension down to 40Hz.

Craig says that the development team at Bose also focused on improving vocal clarity setting the F1 crossover around 600-700Hz, which is lower than most conventional systems—which are crossed over at 1000-2000Hz. The benefit of this lower crossover point is better projection of vocals and mid-range instruments, with tight, punchy bass.

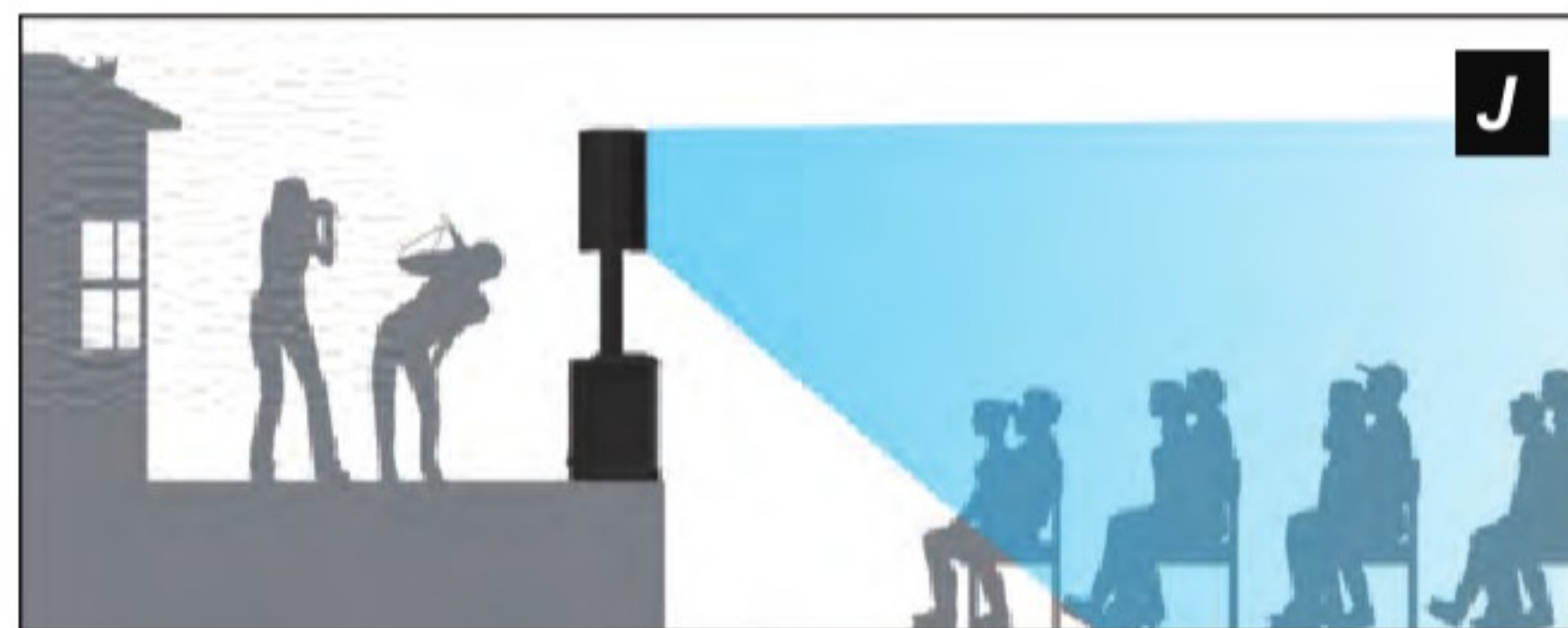
## DIRECTIONAL FLEXIBILITY AND DSP

A unique feature of the F1 is the four position flexible array that allows the user to adjust the coverage for the room. Changing the array position not only alters the direction of the sound, but also changes the F1's Digital Signal Processing. As Craig explains, "When you put it in the straight position you get a certain type of EQ, when you put it in the 'J' position, you get a different EQ, when you put it in the reverse 'J' you get the appropriate EQ and when you put it in the 'C' position you get an EQ specific to that position. So the system is intelligent in that it updates based on the position of the array so that the system always has more or less the same sound quality and tonal balance."

Simply push or pull the array into position to create four vertical coverage patterns: "Straight," "J," "Reverse J," or "C." Once set, the system automatically changes the EQ to maintain optimum tonal balance.



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"J Position" will fire sound down but not up. Designed for a situation when you have the PA on an elevated stage.



"Reverse J" Position" will send sound up but not down. Perfect for an application where you have to cover a bleacher area



"C" Position" which will give you the most liberal vertical coverage sending sound both up and down. Designed for raked seating applications.

CONTINUED ...



# shape your Sound

Bose® F1 Model 812  
Flexible Array Loudspeaker

## F1 Model 812 Loudspeaker

- High-output main PA for bands, DJs and general purpose use
- 1000-watt, full-range loudspeaker
- Flexible vertical control with 100° horizontal coverage
- Unique flexible array provides four coverage patterns
- One 12" woofer and eight 2.25" drivers

1 speaker. 4 coverage patterns.



STRAIGHT



J



REVERSE J



C

## F1 Subwoofer

- 1000 watts of power
- Two 10" high-excursion woofers
- Compact, lightweight design
- Integrated mounting stand for F1 Model 812 loudspeaker



**BOSE**

More information:  
[Bose.com/F1](http://Bose.com/F1)



For applications requiring more bass, the F1 powered bass unit has two, 10" low frequency drivers. Speaking to the design of this unit, Craig tells us, "We really wanted to focus on a subwoofer that would perform like a much larger sub, such as a single 18", but could easily be carried by one person and would fit into a typical vehicle. A single 18" sub puts out a lot of bass, but they are cumbersome to carry, because of size and weight. With the F1, you can fit a whole system—2 subs and 2 mid-highs—into an average vehicle. We didn't want to compromise so we focused on a design that would provide the right amount of low-end tuned to produce, not just the bass you can feel in your chest, but the "weight" of the low-frequency content that is prevalent in recordings today. The result is almost the same amount of output that comes from a single 18" subwoofer.

Why two, 10" drivers? Again, Craig says is not just all about the bass—"The main advantage is weight—the idea behind what we do is "system thinking". We try to match the drivers to the amplifiers so that the system operates in the most efficient way. That's one of the keys to getting the most out of any PA system. As a result, we are able to achieve a higher level of performance. Part of the constraint with designing the F1 was we knew that the subwoofer had to be portable—we had a rough idea as to the size the package needed to be to fit in a car or small SUV, and that drove how we came at the design."

While Bose is no longer alone in the development of portable products that use line array technology, the F1 and L1 have established the benchmark, and are commonplace with DJs and live performers. **MB**

## DigiGames First to Sponsor Mobile Beat Cruise

Entertainment technology leader DigiGames has come aboard as the first "presenting sponsor" of the Mobile Beat Cruise, a six-day Caribbean voyage for DJs and other entertainers, planned for November 2017. Along with the sponsorship, DigiGames' national spokesman, Rob Johnson, will serve as the cruise's Entertainment Director.



"Once again, Mobile Beat is the industry leader in providing disc jockeys and entertainers what they need to build their business and increase their bottom line," Johnson said. "We are very excited to team up with Mobile Beat once again. The attendees at MB events over the years are among the best

and brightest in the industry. This cruise experience will be a great opportunity to get up close and personal with entertainers from all over. In addition to some education and business opportunities, the cruise will be a blast!"

Mobile Beat President Ryan Burger said, "DigiGames has been a sponsor of almost everything that Mobile Beat has done for the last 10 years, including every issue of Mobile Beat Magazine, MBLV shows, DJ Tours, and now...the Mobile Beat Cruise. We are thrilled to have them onboard!"

Make plans now to enjoy fun and education at sea on the Mobile Beat Cruise in November 2017. You'll find more information at <http://www.mobilebeatcruise.com>.

*Mobile Beat is currently ramping up to the next Mobile Beat Las Vegas event, MBLV21, coming up March 13-16, 2017. So, you have two great opportunities for networking and fun in two great locations, Las Vegas and the Caribbean! Check out <http://www.mobilebeatlasvegas.com> for more info on MBLV21, and **make sure to get to the DigiGames session on the main stage this year, where you could win a cruise!** **MB***

[www.mobilebeatcruise.com](http://www.mobilebeatcruise.com)

